

MBMM 4001

M.B.A. DEGREE EXAMINATION,
DECEMBER 2015/JANUARY 2016.

Fourth Semester

Marketing

RURAL MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. What are the classifications of Indian economy?
2. What are the drawbacks of Indian Rural markets?
3. What are the profiles of a rural consumer?
4. What are the bases of marketing segmentation in rural market?
5. Explain the concept and significance of product strategy.
6. What are the common forms of discounts and allowance?

7. What are the typical problems encountered in rural marketing?

8. What are the functions of Channels of distribution?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Discuss "rural marketing is real marketing".
10. Elaborate on the 4Ps of rural marketing.
11. Explain "Rural Marketing Information system".
12. Identify the three levels of product decisions with suitable examples.
13. Discuss the customer value strategies used in rural markets with suitable examples.
14. What are the steps involved in price determination process?
15. What are the various types of pricing methods for rural markets?
16. How we select the appropriate channels in rural marketing?

PART C — (1 × 20 = 20 marks)

17. Case Study

ABC Company LTD., produces variety of food products and they are marketed by it in the urban area successfully. The company wants to expand its market to rural areas. In order to capture the rural market the company plans to sell the food products in small quantities in the rural area. And also it wants to make test marketing in the rural areas for its products. As a marketing manager suggest ways and means to conduct a market survey in the rural areas. The following questions are relevant in the market survey.

- (a) What are the expectations of the rural consumers in respect of readymade food items?
 - (b) What is the method of suitable advertising to spread information regarding the products among the rural consumers?
 - (c) What is the probable demand for the food items in the rural areas?
 - (d) How do you satisfy the rural consumers?
- Give your answers in this regard.
- _____

them over and above the job sites. In the recent past, such has been the popularity of social networking sites like linkedin.com and twitter.com that the business of job sites is under threat. Their revenues have declined and they are forced to improvise their services to counter the competition. Will increasing popularity of social networking sites capture the trend from job sites. Critics believe that the popularity of the social networking sites will diminish in due course of time. Will the job sites succeed in fighting back, relegating social networking sites to the background?

Questions :

- (a) To identify various sources of recruitment for companies and to assess the significance of Internet as a source of recruitment and critically evaluate e-recruitment.
- (b) Debating on the competition between job sites and social networking sites as preferred choice of employers and job seekers.
- (c) To debate and discuss on the appropriate recruitment source for different jobs; i.e., is there an ideal recruitment source for a specific job?

MBGN 4002/MM 4002/
MBLG 4003

M.B.A. DEGREE EXAMINATION,
DECEMBER 2015/JANUARY 2016.

Fourth Semester

General/Marketing

SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

1. Discuss the characteristics of Services Marketing.
2. How do you classify Services?
3. What is Service Marketing Mix?
4. Describe briefly the importance of physical evidence in Services marketing.
5. Explain the Internal orientation of Service Strategy.

6. What is Service Quality? What are the components of Service Quality?

7. What is an Insurance Marketing? Who are the users?

8. What are Health Services? Discuss the merits of Marketing of Health Services.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

9. Discuss the assumptions and guiding principles to be considered by a marketer while designing a service.

10. What are the stages in Blue printing of a Service? Give an Example.

11. Discuss the elements under Promotional Mix.

12. Elucidate different service based pricing strategies and pricing techniques in detail.

13. Describe how market segmentation can be used in services. Explain the bases for Market segmentation for services.

14. Describe the features of Internal Marketing of Services.

15. Explain the gaps in the current Services marketing and develop a brand guideline for resolving the gap.

16. Narrate the scope and functions of Service marketing strategy for Tourism Industry.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study

Very contemporary in nature, this case study was written to analyse the use of social networking as a source of recruitment and also to trigger a discussion on the possibility of social networking sites becoming a formidable competitive threat to on-line recruitment sites. Over the years, Internet has gained popularity in recruitment both among employers and among job seekers. Given the popularity of job sites, in the US alone, there are almost 50,000 job sites - Monster.com, Yahoo! HotJobs.com and CareerBuilder.com, being the front-runners. While job sites were one of the predominant ways of using the Internet in recruitment, the latest fad is to use social networking sites. The social networking sites gained popularity due to the advantages offered by

MBMM 4003/MBLM 4003

**M.B.A. DEGREE EXAMINATION,
DECEMBER 2015/JANUARY 2016.**

Fourth Semester

Marketing

ADVERTISING AND SALES PROMOTION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

- 1. Trace out the origin of Advertising.**
- 2. What are the various steps in advertising plan?**
- 3. What qualities should be possessed by a good advertisement copy?**
- 4. Explain the various pre-testing methods in Advertising.**
- 5. What are the types of Media Outlets?**
- 6. Explain and elaborate the structure of a campaign plan.**

7. Explain the Special international considerations.

8. What are the objectives of sales promotion?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Enumerate the classification of advertising.

10. Explain the Advertising Budget Allocation by "Rule of Thumb".

11. What are the various components of advertisement copy?

12. What is creativity? Show the various activities that are typically parts of the creative design process.

13. What are the characteristics to be followed for Selecting Media Outlets?

14. Explain the tools of Integrated Marketing Communication.

15. Explain various approaches to the International advertising campaign.

16. List out the various sales promotion tools available and briefly explain their features.

PART C — (1 × 20 = 20 marks)

17. Case Study

XYZ Ltd., Company has launched a new product line in home appliances market. A product line consists of different kitchen-ware. The company has made advertisements to cover the metro cities only. Now the company wants to expand its market for the products to semi-urban areas throughout the country. As an advertisement manager you are required to suggest suitable advertising strategy for semi-urban consumers to introduce the kitchen appliances. And you are requested to answer the following questions also.

(a) What are the factors influencing the selection of advertising channels for kitchen-ware?

(b) What are the difficulties involved in bringing the advertisements in different regional languages?

(c) How should you give the main message in the advertisement copy?

The Express Services industry has been recently baptized. The market leader of yesteryears – India Posts, by virtue of its monopoly status had a run of the market. It wallowed in the luxury of not doing anything new that would rock the boat the British left it, as it were. It was the unorganized sector to begin with, that identified the unmet need of the customer and introduced the Indian customer to what is now recognized as the express industry.

The birth of the express industry has been the turning point for India Posts. One would have expected that an organisation with such reach and legacy as it only has, would have made the first move. But it was not to be.

In the meantime, India Posts had its knee-jerk reactions of first stifling competition, attempting to meet competition if at least half – heartedly and then finally resigning to the competition. But after a lot of prodding and introspection in the true making of sleeping giant, has woken up and is evolving strategies to meet the challenge of competition in the new world.

This paper based on a consulting experience with India Post seeks to

- (a) Identify its SWOTs
- (b) Trace current strategic moves and;
- (c) Recommend strategies for tomorrow.

MBMM 4004/RM 4004/
MBLM 4002/MBSC 4004

M.B.A. DEGREE EXAMINATION,
DECEMBER 2015/JANUARY 2016.

Fourth Semester

Marketing/Retail Management/Operations and
Supply Chain Management

CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. What motivates companies to adopt Customer Relationship Management (CRM) Strategies?
2. Describe the different stages involved in a customer evolving from a suspect to a loyal.
3. How can a call centre be classified?
4. Is it possible to measure the consumer satisfaction? If so, how?
5. Explain the objectives of Sales Force Automation.
6. What are the issues to be considered while managing customer relationship on the internet?

7. Bring out the importance of Analytical CRM.
8. How can a company develop a strategic framework for CRM?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Discuss briefly the distinctive components of CRM Programme.
10. Analyse the different types of customer value to enhance CRM in the present scenario.
11. Discuss in brief the usefulness and success of e-commerce in CRM practice.
12. What is Data mining? Describe its modes. Illustrate with an example, the areas in which it is potentially applied.
13. Discuss the various steps involved in CRM implementation.
14. Discuss the issues which you would consider necessary while choosing CRM tools.
15. Discuss the different levels of Customer Retention Strategies.
16. Discuss the role played by CRM in helping customers through different stages of the sales process.

SECTION C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study :

In this age, it is hard to believe that organisations do not treat their customers as an integral part of the exchange process. It makes one wonder how organisations would exist with such myopic vision. Organisations cannot hope to succeed without focusing on their customers.

Many shifts are taking place in today's marketing environment. Increasing competition with advanced technology has afforded customers the ability to learn significantly more about the products they consider to purchase. And, therefore, created both the need and opportunity for marketers to know their customers on a more personal level.

Marketers are continuously engaged in a battle of expectations — exceed expectations more than the customer desires and the competition can fulfill. And building relationships has become the focal point of this battle.

Organisations worldwide and individuals too, are recognizing the need to not only enter into relationship but also to nurture them. And therefore the need to recruit, retain and regain. While the debate on whether it is more economical to recruit or retain is decided in favour of retaining, the argument on how to go about retaining continues.

MBFM 4005/MBLF 4005

M.B.A. DEGREE EXAMINATION,
DECEMBER 2015/JANUARY 2016.

Fourth Semester

Finance

FINANCIAL DERIVATIVES

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What is financial derivative?
2. What is a forward market?
3. Write short notes on covered option. Explain its advantages.
4. What is a currency swap?
5. What is financial futures contract?
6. Explain the functions of a clearing house.
7. What is meant by cross hedging?
8. Explain the need for derivatives.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the various types of financial derivatives.
10. Discuss on the classifications of forward contracts.
11. Explain the various types of options in detail.
12. Elaborate the basic principles of option trading.
13. Discuss the function and growth of futures markets.
14. Distinguish between forward contract and futures contract.
15. Discuss the objectives of hedging.
16. Explain the advantages and disadvantages of Balda system in Indian stock market.

PART C — (1 × 20 = 20 marks)

Compulsory question.

17. Consider the following data.

Stock price	=	Rs. 50
Months to expiration	=	3 months
Risk-free rate of interest	=	10% p.a.

Standard deviation of stock = 40%
Exercise price = Rs. 55
Option type = European call
Calculate value of call option as per Black-Scholes model.
